

ABSTRACT OF THE INVENTION

Method and systems for generating notifications in a notifications system.

A parameter-driven template received from a content provider contains one or more parameters related to a subscription for notifications. The notifications system enables an application based on the received template and executes it to map a recurring event to one or more subscribers as a function of the parameters specified by the content provider. In response to the recurring event, the notification system generates a notification. Other aspects of the invention relate to a computer-readable medium that defines the application for use in a notifications system.